



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE



In re Application

PATENT APPLICATION

Inventors: Alfredo Botelho, Roy S. de Souza  
Appln. No.: Unknown  
Confirm. No.: Unknown  
Filed: Herewith  
Title: SYSTEM AND METHOD FOR DETERMINING  
THE UNIQUE WEB USERS AND CALCULATING  
THE REACH, FREQUENCY AND EFFECTIVE  
REACH OF USER WEB ACCESS

Art Unit: Unassigned  
Examiner: Unassigned

Customer No.: 23910

**CERTIFICATE OF MAILING BY "EXPRESS MAIL"  
UNDER 37 C.F.R. §1.10**

"Express Mail" mailing label number: EV 385257997 US  
Date of Mailing: April 13, 2004

I hereby certify that this correspondence is being deposited with the United States Postal Service, utilizing the "Express Mail Post Office to Addressee" service addressed to **Mail Stop Patent Application, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450** and mailed on the above Date of Mailing with the above "Express Mail" mailing label number.

(Signature)

Tina M. Galdos

Signature Date: April 13, 2004

**UTILITY PATENT APPLICATION TRANSMITTAL LETTER UNDER 37 C.F.R §1.53(b)**

Mail Stop PATENT APPLICATION  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Transmitted herewith for filing is the patent application identified as follows:

Inventors: Alfredo Botelho, Roy S. de Souza

Title: SYSTEM AND METHOD FOR DETERMINING THE UNIQUE WEB USERS AND CALCULATING THE REACH, FREQUENCY AND EFFECTIVE REACH OF USER WEB ACCESS

No. of pages in Specification (including claims and abstract): 22; No. of Claims: 20.

No. of Sheets of Drawings: 8; Formal: ☒, Informal: ☐.

Also enclosed is a:

☒ A Declaration.

The filing fee pursuant to 37 C.F.R. §1.16 is determined as follows:

☒ Applicant(s) qualify for small entity status under 37 C.F.R. § 1.27.

For	Number Filed	Number Extra	Rate Small Entity/Other Than Small Entity	Total
BASIC FEE (37 CFR 1.16(a))			\$385.00 \$770.00	\$385.00
TOTAL CLAIMS (37 CFR 1.16(c))	<u>20</u> - 20	<u>0</u> *	X \$ 9.00 X \$ 18.00	\$
INDEPENDENT CLAIMS (37 CFR 1.16(b))	<u>3</u> - 3	<u>0</u> *	X \$ 43.00 X \$ 86.00	\$0
			TOTAL	\$385.00

\*If the difference in column 1 is less than zero, enter "0" in column 2.

This application is filed pursuant to 37 C.F.R. §1.53(b) in the name of the above-identified Inventor(s).


☒ This application claims priority to an earlier-filed Provisional patent application, as set forth more fully in this application.

Please direct all correspondence concerning the above-identified application to the following address:

THOMAS A. WARD  
FLIESLER MEYER LLP  
Four Embarcadero Center, Fourth Floor  
San Francisco, California 94111-4156  
Telephone: (415) 362-3800

Respectfully submitted,

Date: 4/13/04

By:   
Thomas A. Ward, Reg. 35,732

FLIESLER MEYER LLP  
Four Embarcadero Center, Fourth Floor  
San Francisco, California 94111-4156  
Telephone: (415) 362-3800